



Developing Media for Interpretive Centers

Course Objectives and Agenda

Dates: July 26-29, 2005

Sponsor: Intermountain Region and
Harpers Ferry Center, Interpretive Media Institute

Location: NPS Headquarters, Lakewood, CO

Course Objectives

- Learn how to manage a media project in collaboration with contractors, HFC, and/or DSC.
- Learn the key principles for successful media projects.
- Understand basic media development processes.
- Define a media project strategy.
- Become familiar with NPS media standards and guidelines.
- Know the resources for cost estimating, funding, and programming procedures for media projects.
- Learn how to effectively utilize HFC as a consulting partner on projects.

Course Guidelines

- Dialog between course staff and participants will be encouraged.
- The media information HFC will be providing will apply to all park media work, not just projects to be planned or produced by HFC.
- Course content will incorporate principles of the Interpretive Development Program.
- The course will look at media development in an integrated manner, demonstrating the interdependence of exhibits, AV, and other media including architectural design considerations.
- Content will be tailored to the needs of park managers and park project managers.
- Instructors will use case studies to illustrate media processes.

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Day 1 - Tuesday, July 26

Start	No.	Session Title	Duration	Presenters
8:00a	100	<i>Arrive and check in to classroom</i>	30	
8:30a	101	Course Introduction Welcome and logistics. Review of course objectives and guidelines. Introduction of course staff, participants and their prospective projects. Notes on course evaluation. Offering a welcome on behalf of Intermountain Region will be Acting Deputy Regional Director, Kate Cannon.	30	Neil DeJong, Judy Chetwin, David Guiney, Kate Cannon
9:00a	102	HFC and DSC A discussion of the roles of the two major NPS servicecenters in the development of interpretive centers. Gary Candelaria is Director, Harper Ferry Center. Dan Wenk is Director, Denver Service Center.	45	Dan Wenk and Gary Candelaria
9:45a	103	<i>Break</i>	15	
10:00	104	Media Development Process: the "Media Wheel" An introduction to the general media development process for all types of media, as well as an overview of the course notebook.	15	David Guiney
10:15	105	Exhibits and AV Review of the principles of exhibitry and AV at NPS sites, with case studies showing the potential strengths and weaknesses of exhibit techniques.	60	Chris Dearing, Justin Radford, Eric Epstein
11:30	106	Park Foundation Planning Review the role of General Management Plans, Development Concept Plans, and facilities design and construction planning in the media development process.	30	Sam Vaughn, Suzy Stutzman (IMR)
12:00	107	<i>Lunch</i>	60	
1:00p	108	Interpretive Planning Foundations Review of the Comprehensive Interpretive Planning process, the Long Range Interpretive Plan (LRIP), desired visitor experience goals, interpretive themes, and the Media Inventory Database System (MIDS). Also, a broad overview of the connection with the Interpretive Development Program.	60	Sam Vaughn, Richard Kohen, Justin Radford
2:00p	109	The Architect's Point of View The interpretive center building provides opportunities and constraints for media planners and designers. This look at the architect's perspective will help media specialists understand how to best integrate media into the built environment.	30	Ed Nieto DSC, Justin Radford HFC
2:30p	110	<i>Break</i>	15	

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2:45p	111	Developing a Media Strategy Parks have so many options today as they begin planning for a project. Who will do the work? How long will it take? What resources are needed? We will examine sample strategies offered by course participants.	45	David Guiney, Linda Lutz-Ryan, and participants
3:30p	112	Intermountain Media Case Studies A closer look at how IR parks have approached media projects using the full range of options available to them today. These case studies may be referred to as examples throughout the course.	60	Judy Chetwin (IMR), Sue Fischer (SUCR), Leslie Dubey (BITH), Phil Zichterian (BLCA/CURE), Carol Sperling (GRSA)
4:30p	113	<i>End of day</i>		

Day 2 - Wednesday, July 27

Start	No.	Session Title	Duration	Presenters
7:30a	200	Elective: Services Offered by Harpers Ferry Center A brief look at the range of interpretive media services offered by Harpers Ferry Center	45	David Guiney and Course Staff
8:30a	201	Summary of Day 1 Review of highlights from yesterday's sessions, news items and updates, administrative notes. Participants may ask questions, offer comments, or make suggestions for improving their experience in the course. Check the status of parking lot questions. A preview of the coming days activities.	15	Judy Chetwin, Neil DeJong
8:45a	202	Project Cost Estimating Understanding the processes for developing cost estimates throughout the life of a project. Formulas and tips for accurate estimates. Where to get help. HFC media cost estimates: 304-535-5050 (Cindy Hall)	45	PJ Lewis, Eric Epstein, Chris Dearing Justin Radford
9:30a	203	Identifying and Acquiring Funding Understanding funding sources for media projects and how to set up budgets and funding mechanisms. What to include in effective PMIS statements for media. Where to get help.	30	Neil DeJong, Becky Debs, Carol Bennetts
10:00	204	<i>Break</i>	15	
10:15	205	Working with Media Contracts Indefinite delivery/indefinite quantity contracts have been awarded by Harpers Ferry Center and regions for the use of the NPS. This session explains how these and other contracts can be effectively used by parks for media projects. Includes advice on writing scopes of work, and issues to watch out for.	60	PJ Lewis, Al Levitan, Justin Radford

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11:15	206	Project Agreements and Project Management Project Agreements and project management are two tools that can help you accurately define a project's scope and deliver results on time and within budget. This session will explain how to use both of these tools effectively. Partnership agreements will also be covered.	30	Justin Radford
11:45	207	<i>Lunch</i>	60	
12:45	208	Beginning Exhibit Planning and Design Review of the exhibit planning and design process. Exhibit planning begins with a myriad of tasks for the planner/designer team, including A&E coordination, research, front-end evaluation, and surveying resources. Interpretive principles are key to project success.	60	Chris Dearing, David Guiney
1:45p	209	Completing Planning and Design In the final phases of planning and design, text is written, drawings are prepared, detailed fabrication estimates are developed, and authoritative review is conducted. The details of an exhibition come into focus.	45	Chris Dearing, David Guiney
2:30p	210	<i>Break</i>		
2:45p	211	Designing for Conservation Historic objects are perhaps the most powerful and compelling elements of exhibits--and the most unique to NPS exhibits. This session presents guidelines for responsibly designing exhibits to preserve the objects being displayed. HFC has produced the Exhibit Conservation Guidelines CD used by museum professionals around the world.	45	Al Levitan
3:30p	212	Associated Media Types Publications, wayside exhibits, historic furnishings, and the web. How do these support and complement exhibits and AV?	45	David Guiney (HF), Chris Dearing (WEX-PUB), Justin Radford
4:15p	213	<i>End of day</i>		

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Day 3 - Thursday, July 28

Start	No.	Session Title	Duration	Presenters
7:30a	300	Elective: The <i>Museum Exhibit Planner</i> application An overview of specialized software for planning museum exhibits. A demonstration of how to plan museum exhibits for interpretive centers using database technology. Very useful for those who would like to do planning at the park level.	45	David Guiney
8:30a	301	Summary of Day 2 Review of highlights from yesterday's sessions, news items and updates, administrative notes. Participants may ask questions, offer comments, or make suggestions for improving their experience in the course. Check the status of parking lot questions. A preview of the coming days activities.	15	Judy Chetwin, Neil DeJong
8:45a	302	AV Programs in Exhibit Areas Today AV elements are often major components of museum exhibits. This session will show how exhibits and AV can combine to provide multiple opportunities for connections to park resources. Will also provide advice on the pros and cons of high-tech and low-tech solutions.	60	Justin Radford, Chris Dearing, PJ Lewis
9:45a	303	<i>Break</i>	15	
10:00	304	AV Theater Presentations AV programs may be in theaters, multipurpose rooms, minitheaters, or other spaces. Learn the strengths of the AV theater presentation in providing visitors opportunities to make their own emotional and intellectual connections to meanings of park resources.	45	Justin Radford, Eric Epstein
10:45	305	AV Systems Design Advice on how to make the right AV systems design choices. Subjects include theater design, AV equipment, wiring, audio options, accessibility features, architectural considerations, sustainability, and emerging technology.	60	Eric Epstein, Justin Radford
11:45	306	<i>Lunch</i>	60	
12:45	307	Graphics and Objects Acquisition Acquiring graphics and display objects can be one of the most underestimated tasks in exhibit planning. Do you know how to accomplish this most efficiently? Graphic use rights are usually acquired with reproductions. This session will explain what is involved, and where you can get help.	45	PJ Lewis, Al Levitan, and IMR curator or representative
1:30p	308	Exhibit Fabrication Exhibit production, or "fabrication," is often a separate contract from planning and design. This session explains what's in the contract and how to get it prepared and awarded. This session will outline production phases—and identify issues that commonly arise. What is the park's role in fabrication?	60	PJ Lewis

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2:30p	309	Introduction to Field Study Receive instructions on travel to the Denver Museum of Nature & Science and criteria for evaluation. Select a criterion from the list of Requirements and Disciplines to be the focus of your evaluation. Take a break if needed and proceed to vehicles. Today an increasing number of laws and policies govern exhibit planning, design, and production, and a host of professional disciplines must be brought to bear in exhibit work where quality is expected. The white paper "Requirements and Disciplines" in your notebook provides an outline of the "KSA's" for exhibit work. Select one of the criteria as a primary focus of your evaluation at the museum.	15	Judy Chetwin and David Guiney
2:45p	310	<i>Travel to Denver Museum of Nature & Science</i>	45	
3:30p	311	Media Evaluation in Denver Late afternoon visit to the Denver Museum of Nature & Science to see and evaluate the Explore Colorado exhibit.	90	Staff and participants
5:00p	312	<i>Return to NPS Headquarters in Lakewood</i> All meet at a designated location at the Museum. Make preparations for reports on the study the next morning.	30	

Day 4 - Friday, July 29

Start	No.	Session Title	Duration	Presenters
7:30a	400	TBA TBA	45	TBA
8:30a	401	Summary of Day 3 Review of highlights from yesterday's sessions, news items and updates, administrative notes. Participants may ask questions, offer comments, or make suggestions for improving their experience in the course. Check the status of parking lot questions. A preview of the coming days activities.	15	Judy Chetwin, Neil DeJong
8:45a	402	Media Evaluation: Considering Requirements and Disciplines Group discussion of the media seen on Wednesday afternoon	45	Judy Chetwin and Neil DeJong
9:30a	403	Completing and Sustaining Media A summary of important things to do to make sure your investment in media is efficiently used. Includes tips on summative evaluation, equipment maintenance, and project closeout.	45	PJ Lewis, Chris Dearing
10:15	404	<i>Break</i>		

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10:30	405	Media Wheel Review: Manzanar Exhibits Case Study A quick review of the steps of the "Media Wheel" using the recently-completed Manzanar National Historic Site exhibits as a sample project.	30	PJ Lewis
11:00	406	Open Forum on Media Now that all the phases of development have been described and discussed, participants may bring their questions and comments forward for consideration by the group.	30	Participants, Course Staff
11:30	407	Course Closeout Please help us in improving this new course by offering your comments. In addition to pointing out strengths and weaknesses, let us know if you think HFC is providing a valuable service with this type of training.	15	Judy Chetwin
11:45	408	<i>End of course</i>		